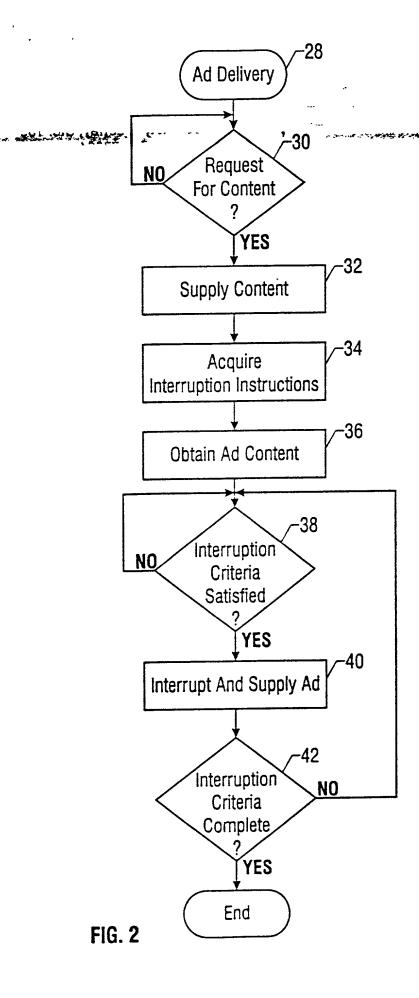


FIG. 1



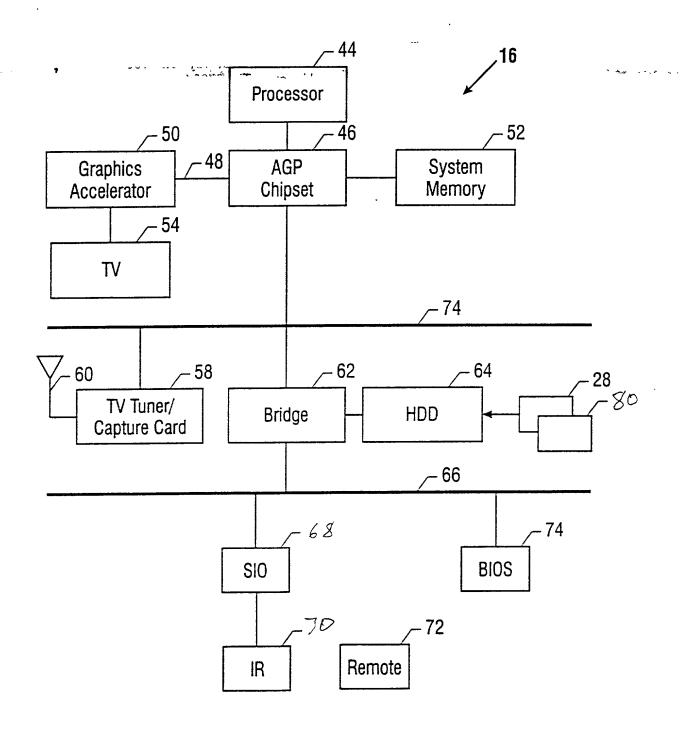


FIG. 3

Advertising Service Provider ( outent re celver Content Selection Report Content Played Ads played with content Header Allorate Determine Ack Played

